

1831 Chestnut Street Philadelphia, PA 19103 Shorr Johnson Magnus

S

Account Types

Phone/Fax Buyer Name

Comments **Billing Type**

Standard

Local/Political Candidate Agency

Sales Tax

Schedule Dates Contract # Advertiser 51895 POLITICAL CANDIDATE (1051) MARKEY FOR SENATE (3660) 03/12/13-03/18/13 Shorr Johnson Magnus (2264)

D'Ettorre, Michael WHDH Shiebler, Charles (1011) Ed Markey 3/12/13 - 3/18/13 (30324)

CO-OP Last Modified Net Total Order Type Demo Headline # **Entered By** Commission Commission % Package Deal 15.00 8 Normal

Date Entered 03/11/13 03/11/13 Krista Gordon

WHDH Boston (WHDH)

88 88

Rate \$77,450.00 \$77,450.00

\$11,617.50

\$65,832.50 Mar. 2013 By Broadcast Month Spots Grand Total:

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	TRAC		4	1	4	1	4	2	8	1	4	2	co	Su Spots
Date:	T	The state of the s	\$400.00	\$400.00	\$400.00	\$800.00	\$800.00	\$1,100.00	\$1,100.00	\$800,00	\$800.00	\$1,100.00	\$1,100.00	Rate
Comments:			\$1.600.00	\$400.00	\$1,600.00	\$800.00	\$3,200.00	\$2,200.00	\$8,800.00	\$800.00	\$3,200.00	\$2,200.00	\$8,800.00	Total
			\$1.600.00 WHDH Boston (WHDH)	\$400.00 WHDH Boston (WHDH)	\$1,600.00 WHDH Boston (WHDH)	\$800.00 WHDH Boston (WHDH)	\$3,200.00 WHDH Boston (WHDH)	\$2,200.00 WHDH Boston (WHDH)	\$8,800.00 WHDH Boston (WHDH)	\$800.00 WHDH Boston (WHDH)	\$3,200.00 WHDH Boston (WHDH)	\$2,200.00 WHDH Boston (WHDH)	\$8,800.00 WHDH Boston (WHDH)	Station
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Sunbeam Television Corporation, WHDH-TV, WLVI-TV, This TV does not discriminate on the basis of race, ethnicity, gender or national origin in any of its advertising practices.



Brand Product Agency Schedule Dates Contract #

51895

Advertiser

Shorr Johnson Magnus 1831 Chestnut Street Philadelphia, PA 19103

CPE

Phone/Fax Buyer Name Sales Office Salesperson

WHDH

Comments Billing Type Account Types

Standard

Local/Political Candidate Agency

D'Ettorre, Michael Shiebler, Charles (1011) Ed Markey 3/12/13 - 3/18/13 (30324) POLITICAL CANDIDATE (1051) Shorr Johnson Magnus (2264) 03/12/13-03/18/13 MARKEY FOR SENATE (3660) Demo CO-OP Commission % Package Deal Order Type Headline # **Entered By Last Modified** Date Entered

8 Krista Gordon 03/11/13 03/11/13

15.00 \$11,617.50

Normal

Sales Tax Net Total \$65,832.50

Commission

Grand Total: Mar. 2013 WHDH Boston (WHDH)

By Broadcast Month Spots 88 \$77,450.00 \$77,450.00

	25.0 Ni	24.0 N	23.0 N	22.0 N	21.0 Ni	20.0 N	19.0 N	18.0 N	17.0 N	16.0 N	15.0 N	14.0 N	13.0 N	12.0 N	Line
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	\$1,000.00 WHDH Boston (WHDH)	\$4,000.00 WHDH Boston (WHDH)	\$850.00 WHDH Boston (WHDH)	\$3,400.00 WHDH Boston (WHDH)	\$800.00 WHDH Boston (WHDH)	\$3,200.00 WHDH Boston (WHDH)	\$1,100.00 WHDH Boston (WHDH)	\$4,400.00 WHDH Boston (WHDH)	\$1,100.00 WHDH Boston (WHDH)	\$600.00 WHDH Boston (WHDH)	\$2,400.00 WHDH Boston (WHDH)	\$500.00 WHDH Boston (WHDH)	\$2,000.00 WHDH Boston (WHDH)	\$400.00 WHDH Boston (WHDH)	Station
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Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



Product

Agency

Schedule Dates

Contract #

51895

Advertiser

Brand

Salesperson

MHDH

1831 Chestnut Street Philadelphia, PA 19103 Shorr Johnson Magnus

Comments Billing Type Account Types 유 Phone/Fax **Buyer Name** Sales Office

Standard

Local/Political Candidate Agency

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Order Type Last Modified Date Entered 03/11/13 03/11/13 8 Krista Gordon Normal

15.00

Commission \$65,832.50 \$11,617.50

Net Total

Sales Tax

By Broadcast Month Spots WHDH Boston (WHDH)

Rate

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ccepted		34.0	33.0	32.0	31.0	30.0	29.0	28.0	27.0	26.0	Line
Accepted-Agency/Advertiser:		34.0 Normal Line / SPOT	33.0 Normal Line / SPOT	32.0 Normal Line / SPOT	31.0 Normal Line / SPOT	30.0 Normal Line / SPOT	29.0 Normal Line / SPOT	28.0 Normal Line / SPOT	27.0 Normal Line / SPOT	26.0 Normal Line / SPOT	Line Type / Break Type (Ref #)
		03/16/13-03/16/13	03/16/13-03/16/13	03/17/13-03/17/13	03/16/13-03/16/13	03/17/13-03/17/13	03/18/13-03/18/13	03/12/13-03/15/13	03/17/13-03/17/13	03/16/13-03/16/13	Dates
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Accepted-Station:	CON	:30 5:58A- 7 News Today in New England	:30 6:57A- Today Show Weekend	:30 7:57A- TODAY SHOW-SUNDAY	:30 8A- 7 News Today in New England-Sat	:30 7:30A- 7 NEWS TODAY IN NEW ENGLAND 730A SUN	:30 10:59P- 7 News at 11 PM	:30 10:59P- 7 News at 11 PM	:30 11P- 7 News at 11 PM	:30 10:59P-7 News at 11 PM	Run Times
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Comments:		\$500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$500.00	\$1,800.00	\$7,200.00	\$1,800.00	\$1,800.00	Total
		\$500.00 WHDH Boston (WHDH)	\$1,500.00 WHDH Boston (WHDH)	\$1,500.00 WHDH Boston (WHDH)	\$1,500.00 WHDH Boston (WHDH)	\$500.00 WHDH Boston (WHDH)	\$1,800.00 WHDH Boston (WHDH)	\$7,200.00 WHDH Boston (WHDH)	\$1,800.00 WHDH Boston (WHDH)	\$1,800.00 WHDH Boston (WHDH)	Station
											Comments
		3/11/13	3/11/13	3/11/13	3/11/13	3/11/13	3/11/13	3/11/13	3/11/13	3/11/13	Entered

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